	A	B	C	D	E	F	G	H	I	J
4	*1988-1991 Comparative Budgets*	Actual	Actual	Actual	Pct Diff	Pct Diff		PCT OF TOTAL		
5		1988	1989	1990	88>90	89>90		1988	1989	1990
6		==========	==========	==========	========	=======				
7	**SALES AND ROYALTY INCOME**									
8	Subscription Sales	372,997	454,287	491,929	32%	8%		51%	83%	64%
9	Back Issue Sales	3,541	7,917	13,492	281%	70%		0%	1%	2%
10	Mailing List Sales	17,877	19,273	24,851	39%	29%		2%	4%	3%
11	Direct Distribution Sales	67,998	80,700	89,771	32%	11%		9%	15%	12%
12	Warner Sales	56,685	59,227	87,993	55%	49%		8%	11%	11%
13	Book & Other Product Sales	23,107	30,232	33,350	44%	10%		3%	6%	4%
14	Book, CD-ROM & GBN Royalty Income	167,500	10,000	45,000	-73%	350%		23%	2%	6%
15	Book, CD-ROM & GBN Production Monies	112,500	24,193	25,312	-78%	5%		16%	4%	3%
16	Change In Sub Liability	-96,972	-137,819	-45,214	-53%	-67%		-13%	-25%	-6%
17	**INCOME SUBTOTAL**	**725,233**	**548,011**	**766,486**	**6%**	**40%**		**100%**	**100%**	**100%**
18										
19	**OTHER INCOME**									
20	Chronicle Income	28,600	28,600	28,050	-2%	-2%		53%	32%	13%
21	Unclassifieds Income	4,494	4,928	7,991	78%	62%		8%	6%	4%
22	Misc Royalty Income	2,371	2,788	2,038	-14%	-27%		4%	3%	1%
23	Production Projects Income	0	0	401	all +	all +		0%	0%	0%
24	Contributions General	12,736	29,252	22,402	76%	-23%		23%	33%	10%
25	Contributions WEI	0	15,727	50,267	all +	220%		0%	18%	23%
26	Cyberthon Income	0	0	96,865	all +	all +		0%	0%	44%
27	Library Project Income	0	0	0	all +	all +		0%	0%	0%
28	Environmental Projects Income	0	0	0	all +	all +		0%	0%	0%
29	Interest Income	4,332	3,899	5,893	36%	51%		8%	4%	3%
30	Sale of Assets	0	25	1,000	all +	3900%		0%	0%	0%
31	Miscellaneous Income	1,895	2,843	3,607	90%	27%		3%	3%	2%
32	Pass Thru Grants Contrib. to Gen'l OH	0	0	0	all +	all +		0%	0%	0%
33	**TOTAL OTHER INCOME**	**54,429**	**88,062**	**218,513**	**301%**	**148%**		**100%**	**100%**	**100%**
34										
35	Grants Income	19,750	15,100	15,575	-21%	3%				
36	***TOTAL REVENUE***	***799,412***	***651,173***	***1,000,574***	**25%**	**54%**				
37										

	A	B	C	D	E	F	G	H	I	J
4	*1988-1991 Comparative Budgets*	Actual	Actual	Actual	Pct Diff	Pct Diff		PCT OF TOTAL		
5		1988	1989	1990	88>90	89>90		1988	1989	1990
6		==========	==========	==========	========	========				
38	COST OF SALES									
39	Circulation Pay	45,088	46,425	32,550	-28%	-30%		6%	9%	6%
40	Sub Fulfillment	36,137	36,238	29,800	-18%	-18%		5%	7%	5%
41	Sub Premium Offers	0	25,076	1,587	all +	-94%		0%	5%	0%
42	MacSub Fulfillment OPS	4,388	154	827	-81%	437%		1%	0%	0%
43	MacSUB Fulfillment Pay	24,841	27,995	22,278	-10%	-20%		3%	5%	4%
44	Circulation Promo & DM	18,319	6,093	19,032	4%	212%		2%	1%	3%
45	Renewal & Billing Expenses	20,514	10,175	22,367	9%	120%		3%	2%	4%
46	Insert Expenses	10,855	11,420	11,023	2%	-3%		1%	2%	2%
47	Credit Card Discount	1,692	2,965	3,795	124%	28%		0%	1%	1%
48	Direct Distributor Expenses	5,938	5,887	8,437	42%	43%		1%	1%	1%
49	Warner Expenses	10,511	11,601	11,237	7%	-3%		1%	2%	2%
50	Printing Magazine	90,885	94,884	95,598	5%	1%		12%	17%	17%
51	Mailing List Fulfillment	2,725	2,554	3,164	16%	24%		0%	0%	1%
52	WER Editorial Pay	50,321	57,115	57,824	15%	1%		7%	11%	10%
53	WER Editorial OPS	400	5,000	20,176	4944%	304%		0%	1%	3%
54	Writers and Contributors	31,190	31,565	30,919	-1%	-2%		4%	6%	5%
55	Misc Editorial Expenses	2,626	9,613	4,826	84%	-50%		0%	2%	1%
56	Pre Press	17,427	19,385	17,314	-1%	-11%		2%	4%	3%
57	Research Pay	19,139	18,387	14,359	-25%	-22%		3%	3%	2%
58	Research Expense	1,858	5,149	2,214	19%	-57%		0%	1%	0%
59	Production Pay	51,032	53,010	56,349	10%	6%		7%	10%	10%
60	Production OPS	38	0	288	652%	all +		0%	0%	0%
61	Outside Production Work	3,805	5,027	6,150	62%	22%		1%	1%	1%
62	Production Supplies	4,074	2,082	2,684	-34%	29%		1%	0%	0%
63	Book, CD-ROM & GBN Pay *	152,597	7,169	312	-100%	-96%		21%	1%	0%
64	Book, CD-ROM & GBN OPS *	58,817	845	48,750	-17%	5669%		8%	0%	8%
65	Book, CD-ROM & GBN Expenses *	42,687	3,211	8,172	-81%	154%		6%	1%	1%
66	Purchase & Promo of Books etc.	9,296	20,293	16,036	72%	-21%		1%	4%	3%
67	Fulfillment of Books	1,701	2,821	5,445	220%	93%		0%	1%	1%
68	Chronicle Expenses	22,952	21,531	24,406	6%	13%		3%	4%	4%
69	Change in Inventory	0	0	0	all +	all -		0%	0%	0%
70	**TOTAL COST OF SALES**	**741,854**	**543,669**	**577,922**	**-22%**	**6%**		**100%**	**100%**	**100%**
71										
72	**GROSS MARGIN**	**57,558**	**107,503**	**422,652**	**634%**	**293%**				
73										

	A	B	C	D	E	F	G	H	I	J
4	*1988-1991 Comparative Budgets*	Actual	Actual	Actual	Pct Diff	Pct Diff		PCT OF TOTAL		
5		1988	1989	1990	88>90	89>90		1988	1989	1990
6		==========	==========	==========	========	========				
74	**GENERAL AND ADMINISTRATIVE EXPENSES**									
75	Office Pay	31,813	30,028	P 36,221	14%	21%		18%	16%	11%
76	Pub and Admin Pay	12,940	16,052	P 24,749	91%	54%		7%	8%	7%
77	Pub and Admin Pre Project Pay	765	4,713	P 2,346	207%	-50%		0%	2%	1%
78	Director Pay	0	0	P 20,517	all +	all +		0%	0%	6%
79	Insurance Workers Comp	2,694	5,158	P-R 3,460	28%	-33%		2%	3%	1%
80	Insurance Other	1,715	2,186	P-R 1,942	13%	-11%		1%	1%	1%
81	Paid Vacation & Bonus Expense	10,660	9,764	P-R 6,236	-42%	-36%		6%	5%	2%
82	Kaiser Health Plan	3,237	3,828	P-R 5,111	58%	34%		2%	2%	1%
83	Taxes Other	2,148	2,040	3,351	56%	64%		1%	1%	1%
84	Taxes Payroll	24,889	25,059	P-R 28,584	15%	14%		14%	13%	8%
85	Office and Computer Supplies	5,780	3,446	10,204	77%	196%		3%	2%	3%
86	Equip Rental Maint and Supplies	6,890	7,972	4,655	-32%	-42%		4%	4%	1%
87	Depreciation			11,366	all +	all -		0%	0%	3%
88	Amortization			4,834	all +	all -		0%	0%	1%
89	Telephone	8,576	6,281	6,777	-21%	8%		5%	3%	2%
90	Postage & FAX	11,244	10,210	8,583	-24%	-16%		6%	5%	2%
91	Container Rent	2,410	2,510	2,610	8%	4%		1%	1%	1%
92	Building Rent	35,248	36,523	+ 37,182	5%	2%		20%	19%	11%
93	Building Maintenance	1,097	1,414	1,963	79%	39%		1%	1%	1%
94	Utilities	5,218	3,978	3,251	-38%	-18%		3%	2%	1%
95	WEI Fundraising Salaries	0	18	0	all +	-100%		0%	0%	0%
96	WEI Fundraising OPS	0	10,894	14,000	all +	29%		0%	6%	4%
97	WEI Fundraising Expenses	0	4,807	3,570	all +	-26%		0%	2%	1%
98	Cyberthon Salaries	0	0	3,022	all +	all -		0%	0%	1%
99	Cyberthon OPS	0	0	14,500	all +	all -		0%	0%	4%
100	Cyberthon Expenses	0	0	71,764	all +	all -		0%	0%	21%
101	Library Project Salaries	0	0	3,302	all +	all -		0%	0%	1%
102	Library Project OPS	0	0	125	all +	all -		0%	0%	0%
103	Library Project Expenses	0	0	230	all +	all -		0%	0%	0%
104	Environmental Projects Salaries	0	0	54	all +	all -		0%	0%	0%
105	Environmental Projects OPS	0	0	0	all +	all -		0%	0%	0%
106	Environmental Projects Expenses	0	0	31	all +	all -		0%	0%	0%
107	Legal Professional and Copyright	3,887	4,433	1,323	-66%	-70%		2%	2%	0%
108	Interest and Penalties	2,783	2,523	2,075	-25%	-18%		2%	1%	1%
109	Bank Service Fees	1,347	554	586	-57%	6%		1%	0%	0%
110	Misc Pub and Admin Expenses	0	0	3,664	all +	all -		0%	0%	1%
111	Misc Expenses	1,414	1,321	1,236	-13%	-6%		1%	1%	0%
112	WELL Repay Expenses	-3,600	-2,996	0	-100%	-100%		-2%	-2%	0%
113	**TOTAL GEN AND ADMIN EXPENSES**	**173,155**	**192,716**	**343,424**	**98%**	**78%**		**100%**	**100%**	**100%**
114										
115	Grants Expense	19,750	15,075	15,000	-24%	0%				
116	**CHANGE IN FUND BALANCE**	***-135,347***	***-100,288***	***64,229***	**-147%**	**-164%**				